

**Written Q&A – First 5 Public Relations Contract
RFP CCFC 6943 - January 5, 2005**

1. On page 9 of the RFP under Budget Summary it states that administrative costs for management of the Statewide Partnership Contract Program may not to exceed \$450,000. Is this total across the three years or is that per year?

Answer: \$450,000 total for three years.

2. Item 3 Agency Eligibility Requirements, Gross Billings (listed on page 6): Clarify either/or situation. If either you have \$5 million in gross billings per year or if you did not have \$5 million in gross billings per year that you can just show demonstrated growth. (We are slightly under that \$5 million mark and I would hate to find out that that means we are ineligible to bid on this....)

Answer: You must provide a signed statement that the agency had at least \$5 million in gross billings per year in calendar years 2002, 2003 and 2004... In the event that the agency did not achieve \$5 million in actual billings in any one calendar year, there must be demonstrated growth in billings in that calendar year.

Proposal Requirements

3. Can a potential prime contractor use examples of work conducted by subcontractors to demonstrate experience in sections II.7, II.8 and II.9 of the Agency Capabilities Demonstration (pages 8-9)?

Answer: Yes.

4. The Agency Eligibility Requirements section states that an agency must demonstrate at least \$5 million in gross billings per year in calendar years 2002, 2003 and 2004. Is this amount required to be for public relations fees only or can advertising revenues be included?

Answer: Advertising revenues can be included.

5. Are the \$5 million minimum gross billings each year required to be generated from the California-based office that will service the account?

Answer: No.

6. Should five copies of financial statements be submitted or is one sufficient?

Answer: Please submit five copies of financial statements.

7. Should five copies of capabilities samples be submitted or is one sufficient?

Answer: Please submit five copies of capabilities samples.

8. What are you requiring to be submitted by subcontractor agencies (e.g., attachments, capabilities, financial forms, organizational charts, etc.)?

Answer: The primary contractor must identify those persons or firms that they are planning to use as subcontractors, the portions and monetary percentages of the work to be done by the subcontractors, how they were selected and why, resumes of each major subcontract participant, and a description of how subcontracted work will be controlled, monitored, and evaluated.

9. On the organizational chart (page 7, II. 3), do you want proposers to indicate the percentage of time designated for each person assigned to the account team or should that information only be included in the Cost Proposal form (Attachment 3)?

Answer: Yes, indicate the percentage of time designated for each person assigned to the account team. It should also be included in the Cost Proposal.

10. Does the submission require the signatures of the prime contractor and all subcontractor principals? Or simply the prime principal?

Answer: The submission must be signed by the prime contractor authorized to bind the proposing firm. Please refer to Section C, Page 13, No. 5 (e) of the RFP.

11. What are the page limits on the responses to Assignments III.1 and III.2 (page 9)?

Answer: There are no page limits, but your responses should be clear, concise and to the point.

12. In response to the Work Plan and Work Schedule Requirements (page 12, C.3), are you asking for a timetable of proposed activities? If so, should a timeline be included for Assignment III.1 and Assignment III.2? Is there a format that should be followed?

Answer: Yes. A timeline should be included for Assignments 1 and 2. We don't require a specific format, but use whatever your firm currently uses as long as it equates back to the Cost Detail.

13. Can we include work samples to accompany written descriptions of capabilities in section II.7 without such samples counting against the page limits? (For example, in addition to the required two-page descriptions of media relations capabilities, can we also include copies of corresponding media coverage reports and/or press materials?)

Answer: Refer back to Question 11. Yes, you can include samples that won't be counted against the page limits because there are no page limits. The one admonition is that your responses be clear, concise and to the point. Keep it short and simple, but enough to demonstrate your capabilities.

14. The Conflict of Interest Compliance Certificate (page 30) states, "If a proposer or any of its subsidiaries or parent companies is in any way involved in the production, distribution, or marketing of tobacco products, then it will be deemed to have a potential Conflict of Interest." Does this restriction apply to involvement with the production, distribution or marketing of alcohol products as well?

Answer: Yes, this includes alcohol products as well.

Contract Terms and Funding

15. Does the \$450,000 maximum allotted budget for administration costs of the Statewide Partnership Contract Program include hard costs such as trainings or collateral development, or should these costs be included in the general public relations budget?

Answer: Yes, the \$450,000 maximum includes all hard costs such as trainings or collateral development. No, these should not be included in the general public relations budget.

16. Is the market research required for this campaign to ensure message effectiveness being funded through this public relations contract or entirely through the existing advertising contract?

Answer: We would expect that market research required for this campaign would be funded through this RFP.

Program Priorities

17. The term "social change" is used in the RFP as a measurement of success. Can First 5 California provide examples of how it has defined and measured "social change" in the past? How will "social change" be defined moving forward?

Answer: One example of social change is a poll we conducted through Peter Hart Research (through advertising contract) regarding peoples' attitudes about preschool. The survey results, released in January 2004, demonstrated that Californians attitudes about the benefits of preschool had changed dramatically in support of preschool. We want to continue to build support for preschool and anti-tobacco.

18A. The RFP does not explicitly state any specific measurable goals it expects the contractor to achieve. What specifically will First 5 California consider a successful campaign?

Answer: We would like to see continued change in attitudes among Californians in support of preschool and we would like to get more Californians to understand the harmful effects of tobacco and get them to stop smoking around pregnant women and children. We would also like parents and caregivers to recognize the importance of early childhood development and the role it plays on a child's success in school and in life. We would like to see parents and caregivers demonstrate increased knowledge and awareness of First 5 California's programs and services.

18B. What specifically does First 5 California expect to achieve in measurable changes in attitudes/behaviors regarding tobacco use and perceived value of preschool?

Answer: Refer to Q. 18 A. Please elaborate on specific priorities (e.g., by target audience, geographic regions, etc.) and what data First 5 California will consider the baseline. **Answer: This will be determined after the contract is awarded.**

Scope of Work

19. The RFP (Media and Community Outreach, Section M, page 4) calls for the contractor to provide up to 200 hours of direct services to assist the First 5 Web master staff in ongoing design improvements. The description primarily refers to providing recommendations. Should we assume that the First 5 Web master is responsible for assessing and implementing all submitted Web site recommendations? Is the contractor expected to provide recommendations on content?

Answer: Yes, the First 5 Web master is responsible for assessing and implementing all submitted Web site recommendations. The work includes providing design recommendations for the Web site. The design recommendations could include the type of content or on specific content, but is not a requirement. We are looking for recommendations on the overall artistic design of the Web site, the flow of the Web site, and things

of that nature that will help us support our users who have special needs, etc.

Cost Proposal

20. The RFP calls for a maximum \$12 million budget for public relations and education activities. Is it expected that all \$12 million should be used?

Answer: We expect the contractor to use whatever is necessary up to \$12 million to fulfill the requirements of the contract.

21. Can you provide more information about how the cost proposal will be scored? For example, will higher scores be given to proposals with the lowest hourly rates? Or is there another standard by which the Rate Schedule and Budget Summary will be evaluated?

Answer: Yes. The RFP has been revised. Please refer to Part III, Cost Proposal, pages 9-10 of the RFP.

22. The RFP states, "Each cost proposal will be evaluated based on cost-effectiveness, cost competition, and best value for the service." (page 9, III.3) How will you determine cost-effectiveness and best value?

Answer: This has been stricken from the RFP. As noted on the cover page, this RFP is using the secondary method. Please refer to Question 21 above.

23. The Cost Proposal form (page 26, Attachment 3) provides one line for "Management." We have multiple layers of management with varying hourly rates – how do we reflect that on this form?

Answer: You may modify Attachment 3 to include your additional layers of management by adding "cells," as long as you do not alter the overall format.

24. On Attachment 3, where should out-of-pocket expenses be listed and how much detail should be included?

Answer: Please refer to Attachment 3, Page 27 of the RFP, which includes an "out-of-pocket" line item.

25. On Attachment 3, what is the minimum number of annual hours required for one full-time equivalent (FTE)?

Answer: The minimum number of annual hours is determined by each agency. Please refer to Part III, Cost Proposal, pages 9-10 of the RFP.

26. A Cost Proposal form (Attachment 3) is only provided for one year. Do you allow for annual increases to annual rates? If so, how should this be included in the Cost Proposal?

Answer: No, we do not allow for annual increases to annual rates.

27. Attachment 4 calls for the proposer to include the “value or cost of service” for each reference listed. Do you want the average annual amount or the cumulative contract amount if the proposer has had the contract for multiple years?

Answer: No. Please provide the actual total amount of the individual service listed for that particular reference.

28. The current contract explicitly requires the contractor to provide regional representatives to service County Commissions. This RFP seems to be somewhat less explicit in the requirement. Precisely what services does the Commission want the contractor to provide?

Answer: Please refer to the Description of Services (Scope of Work) on Page 3, Item B of the RFP.

29A. Can you provide a breakdown of how the current contractor has allocated fees and other expenses between preschool, tobacco, health care, regional representatives, etc?

Answer: No. Under the current contract the fees and expenses are not broken down this way.

29B. What percentage of fees and expenses goes to each?

Answer: Refer to 29A.

29C. What other breakdowns can you provide in how the fees and expenses have been spent?

Answer: Refer to 29A.

30A. How does the “Statewide Partnership Contract Administration” portion of the contract differ from the current CBO program?

Answer: Under the original CBO program, we provided grants to 162 community based organizations to conduct grassroots outreach specifically targeting California’s diverse communities -- those not reached through general market media. Under the Statewide Partnership

Program, we expect to use considerably fewer CBOs. Our goal is to try to forge new partnerships with organizations that have statewide presence and reach, such as businesses, parent organizations, education groups, etc. The parent empowerment component is where we would expect to use Community-Based Organizations.

30B. How are the contractor's responsibilities different?

Answer: The successful agency will be responsible for administering, or contracting with a subcontractor to administer this component.

30C. Are different organizations being targeted?

Answer: We are looking for organizations that have statewide presence as well as the ability to reach California's diverse audiences on a statewide basis.

30D. Are they being asked to perform different functions?

Answer: The successful agency will be responsible for making recommendations on the new Statewide Partnership Program and come back to the State Commission for approval. The organizations selected will continue to conduct outreach targeting California's hard to reach communities. The new Statewide Partnership Program will include a parent empowerment component that strives to teach parents and caregivers of children 0 to 5 to advocate for their children.

31. The "Statewide Partnership Contract Administration" section makes no mention of anti-tobacco efforts. Is that deliberate?

Answer: The Statewide Partnership Program should include public education and outreach that includes all First 5 California initiatives and priorities, including anti-tobacco.

32. On page 8, the last item in #7 (Provide two (2) examples of major activities that required coordination with multiple players similar to County Commissions, contractors, ethnic organizations, etc. in a grassroots campaign) seems very similar to #8 and #9. Can you please clarify the difference? Which, if any, of the three sections is asking about experience administering grants to CBOs?

Answer: Please refer to Page 8 of the RFP. One refers to coordination of multiple players; another refers to the ability to lead a grassroots movement of CBOs; and one refers to the ability to collaborate with statewide organizations.

33. On page 8, item #9 (Collaboration with Statewide Organizations Experience), can you please clarify what you mean by "subcontractor?" Are you

using the word “subcontractor” to mean an organization like a CBO, which might receive a grant from the Commission, or are you using the word to mean a true subcontractor to the prime contractor, like a PR agency that specializes in outreach to an ethnic community? The same questions apply to the word “contractor” in the last bullet in item #7 on page 8. Is “contractor” a CBO or something else?

Answer: The word “subcontractor” can be either a true subcontractor to a prime or it could be an organization similar to a CBO that has the ability to reach audiences statewide. The same applies to “contractor”.

34A. On page 9, in the Cost Proposal, you say the Administration Costs for the Statewide Partnership Contract Program may not exceed \$450,000. Is that over the life of the contract or annually?

Answer: Please refer to Question 1.

34B. How much has the current contractor spent on administering the CBO program?

Answer: The current contractor has spent about \$1, 508, 228 (11 percent) on CBO program administration.

35. In the Cost Proposal form provided on page 26, should the totals (hours and cost) represent numbers for the life of the contract or per year?

Answer: The life of the contract.

36A. Is the Cost Proposal being evaluated on a) hourly rates, b) total number of hours, c) total amount spent on fees and mark-ups, or d) total cost, including fees, mark-ups, and other expenses?

Answer: It will be scored on d).

36B. To what extent does scoring of the cost proposal take into account the extensiveness of the program being proposed?

Answer: CCFC expects the cost you propose, which we will evaluate, to include all costs necessary to complete the requirements of the contract.

37. Can you provide a list of CBO’s that have received funding under the current contract? Who is on the panel that decides how grants are allocated? What are the criteria for awarding grants? How will that change in the new contract?

Answer: A list of the CBOs is available as a handout. The other questions are no longer relevant. The successful agency will be responsible for developing the Statewide Partnership Program and making recommendations to the State Commission for approval.

38. How is the current CBO program administered? How will that change in the new contract?

Answer: See Question 37 above.

39. What materials are currently available to the county commissions? Which ones are most requested and/or heavily distributed?

Answer: This is no longer relevant. We expect to develop new materials under the new contract.

40. What hourly rates is the current contractor currently charging?

Answer: The hourly rates vary, according to position. The range is \$45 per hour to \$200 per hour.

41. It seems unusual that "Campaign Development and Implementation Experience" is worth only 5 points, while the "Community Based Organization Outreach Experience" is 45 points, and the "Collaboration with Statewide Organizations Experience" is worth 50 points. Is that accurate?

Answer: This section has been revised. Please see the revised RFP.

42. On page 1 of the RFP, it states that six percent of the funds shall be used for the Mass Media Communications. It is our understanding that this RFP is for public relations only. Please confirm that the CCFC is not looking for any advertising efforts under this particular contract. If you are, please provide clarification.

Answer: This contract is strictly for Public Relations.

43. How has success been measured in the past? Can a report depicting/outlining results from the last public relations effort be shared?

Answer: Success of the previous public relations efforts has been measured in a variety of ways. The methods have varied depending upon which aspect of the public relations effort was being measured and the focus or goals of that effort. For example, media relations for a program may be assessed by media impressions. On the other hand, the CBO program might be assessed by numbers of materials distributed, number

of people reached, diversity of people reached or other parts of the program.

44A. How will success be measured under this contract?

Answer: This will be determined after the contract is awarded.

Are there specific benchmarks that the CCFC is looking for or are those recommendations up to the contractor?

Answer: This will be determined after the contract is awarded.

Answer: This will be determined after the contract is awarded.

45. Will the CCFC be looking for the contractor to implement a benchmark and tracking poll to measure awareness of the program?

Answer: Yes.

46. Can you please provide the names of all agencies – prime and subcontractors – that worked on the previous public relations campaign?

Answer: Current contractor is Rogers & Associates out of Los Angeles. Subcontractors are: IW Group (Imada Wong), Bauman Curry, ETR Associates.

47. Are references for subcontractors required?

Answer: Yes.

48. Can a copy of the current work plan be shared?

Answer: A sample will be available at pre bidders conference.

49. The administration of the Statewide Partnership Contract Program is mentioned throughout the RFP; however, there is no place for the contractor to provide detailed recommendations on approach or potential partners. Please confirm that the CCFC is not looking for this level of detail at this time.

Answer: We are not looking for this level of detail at this time. We expect the successful agency to come back to the Commission with its recommendations for the Statewide Partnership Program. However, you may provide some more general information on this under Agency Capabilities Demonstration, Item 9, page 8.

50. Please clarify whether the administration of the Statewide Partnership Contract program is \$450,000 over the entire contract period or per year.

Answer: Please refer to Question 1.

51. Can information on the number of calls to the 1-800 be shared? Specifically the number of calls over the past year.

Answer: From January through mid-December 2004, the 1-800 line received 18,118 calls.

52. Are there any regions in the state that the CCFC believe have not been successfully reached with the campaign? If so, can the CCFC provide a listing of those counties and explanation of what they believe needs to be done?

Answer: This is not relevant to this RFP.

53. The budget forms depict showing budget breakout per fiscal year. Please confirm that the CCFC's fiscal year runs July through June.

Answer: Yes, the CCFC's fiscal year runs July through June.

54. On page 19 it states that 180 points will be awarded for the budget summary and rate schedule. Can additional information be provided on what the CCFC is looking for in order to attain the full 180 points?

Answer: Refer to Question 21.

55. On page 26, Cost Proposal, please clarify what information you are seeking in the FTE column. Are you looking to determine if the person listed is full-time or part-time with the company or what percentage of their time will be allocated to the account?

Answer: Refer to Question 25.

56. On page 26, should the hours and cost be for the entire contract or do you want it broken out per fiscal year?

Answer: It should be broken down by fiscal year with a grand total for the entire contract period.

57. Who will be on the review panel at the various stages of review (I, II, and III) for the RFP process.

Answer: We do not reveal the participants in the review panel in order to ensure the integrity of the RFP process.

58. Can a firm with extensive public engagement experience (but not necessarily a PR firm) bid on the RFP alone. If not, can this firm bid on the RFP in collaboration with other PR firms.

Answer: No. A PR firm must be the prime on this contract since it is for Public Relations services. The PR contractor may subcontract with other types of agencies (such as public engagement agencies) that can meet the requirements of the RFP.

59. The gross billings requirement states that the agency must have at least \$5M in annual billings since 2002 or demonstrate growth in each calendar year.

59A. Will there be a penalty if the primary firm is under \$2M but have demonstrated at least 100% annual growth rate per year?

Answer: A primary firm that does not meet the \$5 million in gross billings requirement will not qualify for this RFP.

59B. Or if the proposer is a group of companies, could these companies as a collective satisfy the \$5M billing requirement based on the sum of all the billings from each member of the collective?

Answer: Yes, a group of companies can satisfy the \$5M billing requirement.

60. Will there be a parent engagement RFP?

Answer: No. There will not be a separate RFP for parent empowerment. The successful agency will be responsible for developing a parent empowerment component under the Statewide Partnership Program.

61. Who is the incumbent for the PR contract for the First 5 campaign?

Answer: The current contractor is Rogers & Associates based in Los Angeles.

62. How long have they had the contract?

Answer: They have had the contract since April 1, 2001.

63. What was the budget for the prior campaign(s)?

Answer: The original contract was for \$36 million for three years. It was extended by \$1.5 million for an additional year (through March 2005). The

CBO portion was \$6 million per year for two years and extended by an additional \$3 million.

64. How much of the budget was spent in fees versus hard costs or other associated costs?

Answer: The percentage breakdown of fees versus expenses during the PR contract is: 77% Expenses; 23% Fees

65A. For Part 1- Agency Eligibility Requirements, Part 3- Gross Billings – can you please clarify the specific requirement? Is it \$5 million in gross billings per year for years 2002, 2003, and 2004 AND OR demonstrated growth in billings each calendar year?

Answer: Refer to Question 2.

65B. Can you still meet the requirement if you demonstrate growth, but are under the \$5 million mark?

Answer: Refer to Question 2.

66. What is the expectation for collaboration between the new PR consultant firm and the existing advertising agency?

Answer: We expect the two firms to work together.

67. Who will be the day to day contact at CCFC for this campaign?

Answer: Elisa Bupara, First 5 Deputy Director for Communications.

68. Is it your expectation that contractors should identify subcontractors to handle the Statewide Partnership Contract Program to be included in their proposals, or will CCFC hire this contractor subsequent to the award of the PR contract?

Answer: The successful contractor should identify subcontractors as part of their proposal. (See page 1 of RFP). The successful contractor will be required to develop this component of the program and make recommendations to the State Commission for approval.

69. What is considered to be a “full service California based office”? Is there a requirement of certain size?

Answer: A full service California-based office should have the capability to fulfill the requirements of the contract. The only “size” requirement is that

the agency or group of agencies, meet the \$5 million in gross billings per calendar year, as stated in Part I, 3 Gross Billings.

70. For the cost proposal- is the \$450k for the Statewide Partnership Contract Program management in addition to the \$4 million in fees, or included? Is the \$450k annual or contact term?

Answer: Refer to Question 1.

71. For Stage 2- Oral Presentation, item 2 preparation- the RFP states that finalists should be prepared to develop an oral presentation based on the early childhood development campaign assigned in Stage 1- can you confirm if this is Assignment 2- Preschool for All Campaign?

Answer: Yes, please refer to Page 10 of the RFP.

72. Does a PR firm have to be prime on the contract or could another type of organization be prime and subcontract with a PR firm?

Answer: Refer to Questions 58.

73. Can the management of the statewide organizations be subcontracted to another organization or must this be managed directly by the contractor?

Answer: Management of the Statewide Partnership Program can be subcontracted to another organization. The successful agency will be required to make recommendations on this component to the State Commission for approval.

74. Must the 9 million dollars be spent solely by subcontractors under the Statewide Partnership program?

Answer: Yes, these funds have been designated for the Statewide Partnership Program.

75. Part II, section 9 of the RFP requests that we describe collaboration experience with statewide organizations that demonstrate our abilities as indicated by points 1-5 in this section. Does this need to be demonstrated all within the same case example or can multiple case examples be used to demonstrate these abilities?

Answer: Yes, this must be demonstrated under the same case example. No, multiple case examples cannot be used to demonstrate these abilities.